

Application Number 10/612,896 <sup>13</sup>  
Amendment dated September 12, 2005  
Reply to Final Office action of June 15, 2005

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (Currently amended): A method for controlling a scrolling display, said method comprising:

providing a moving scroll having a plurality of sequences of bar codes, each sequence of bar codes identifying a corresponding display on said moving scroll, each sequence of bar codes comprising a "start reading" code and an associated data code, said associated data code identifying uniquely said corresponding display;

providing a display request comprising a request for a specific display on said moving scroll of said scrolling display;

moving said moving scroll to detect a "start reading" code;

reading the data code associated to said detected "start reading" code;

providing said specific display if said associated data code is representative of said scrolling display request; and

wherein each of said plurality of sequences of bar codes comprises a reference positioning code, said reference positioning code being located at a predetermined location in said sequences of bar codes;

further wherein said data code comprises bars having at least one of a first width and a second width, said first width being larger than said second width;

further wherein said reference positioning code and said "start reading code" are bars of the first width.

Claim 2 (Canceled).

Claim 3 (Canceled).

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Claim 4 (Canceled).

Claim 5 (Currently amended): The method as claimed in claim 1, ~~wherein said reference positioning code is a bar having a large width, further wherein said~~ reference positioning code is the fourth bar in said sequence of bar codes, further comprising adjusting said specific display prior providing said specific display using said reference positioning code.

Claim 6 (Canceled).

Claim 7 (Canceled).

Claim 8 (Canceled).

Claim 9 (Canceled).

Claim 10 (Canceled).

Claim 11 (Canceled).

Claim 12 (New): The method as claimed in claim 1, wherein each bar of said data code is of the second width.

Claim 13 (New): An apparatus for controlling a scroll of a scrolling display, said apparatus comprising:

- a scrolling display request unit providing a request signal;
- a scrolling display moving unit for moving said scroll according to a scrolling display moving control signal;

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a photo detection unit positioned to detect a sequence of bar codes placed along an edge of said scroll, said sequence of bar codes comprising:

a "start reading" code identifying a beginning of said sequence of bar codes;

a data code associated with said "start reading" code and comprising a plurality of bar codes identifying uniquely said corresponding display, each of said plurality of bar codes and its associated said "start reading" code being spaced by a predetermined space; and

a reference positioning code, said reference positioning code being located at a predetermined location in said sequence of bar codes, said reference positioning code being spaced from a neighboring code by said predetermined space; wherein said data code comprises bars having at least one of a first width and a second width, said first width being larger than said second width; further wherein said reference positioning code and said "start reading code" are bars of the first width; said photo detection unit providing a detected signal indicative of a corresponding sequence of bar codes read; and

a processing unit receiving said detected signal and said request signal and providing said scrolling display moving control signal.

Claim 14 (New): The scrolling display controlling apparatus as claimed in claim 13, further comprising an identification database connected to said processing unit for storing a plurality of allowable request signals.

Claim 15 (New): The scrolling display controlling apparatus as claimed in claim 14, wherein said identification database further comprises at least one of a current detected signal and a current request signal.